

# National Action Plan for Preventing Preterm Birth

Communication and Outreach

Identify, Inform,

# Identify

- Women / public
- Healthcare workers
  - Doctors, Nurses, Health Educators, Medical Assistants, Dieticians, Allied Health Professionals...
- Institutions, Organizations, and Systems
- Non-Healthcare Entities – Community based organizations, places of worship, schools, etc
- Policy makers
  - Public – Gov't
  - Private – sororities, NGO's, unions

# Inform

- How
  - Coordinated market strategy that is audience specific
    - E.g., public awareness campaigns, updated curricula, high level briefings, community fora
    - Peer to peer electronic communication
    - Celebrity leadership
    - Corporation leadership
  - Education campaign focused on healthcare workers and systems

# Inform

- What
  - “On time is the right time”
    - Early ultrasound
  - “Risky business”
    - Risk factors
    - Disparities
    - Fertility treatment risks
  - “my baby our lives”
    - Economic consequences

# Incentivize

- Call to action
  - Business model – what's in it for me
  - Research imperative